



and affiliated companies

JOHNSON & JOHNSON COMPANIES SUPPORT HEART HEALTHY EDUCATION

Johnson & Johnson, the world's most broadly diversified health care company, is proud to support *The Heart Truth* campaign, sponsored by the National Heart, Lung, and Blood Institute (NHLBI). Returning to Olympus Fashion Week for the third consecutive year, Johnson & Johnson and affiliated companies are a co-sponsor of the campaign's opening event, the 2006 Red Dress fashion show, taking place on February 3rd, National Wear Red Day. Johnson & Johnson is committed to these initiatives because it recognizes the critical need for women to be aware of heart disease as their leading health risk and to understand how much education on a heart healthy lifestyle can do to save lives.

Support for this year's *The Heart Truth* campaign is provided by Johnson & Johnson Consumer Company Inc., with brands including REACH®, REMBRANDT® STAYFREE® & JOHNSON'S®. The company continues to spread *The Heart Truth's* message through independent programs like the Power of a Woman's Heart sweepstakes (www.have-heart.com) and Floss for Your Heart campaign, which reach women in their homes and where they shop to help educate them on the importance of proper oral care and the connection between gum disease and heart disease.

The Johnson & Johnson Family of Companies has a long history of introducing products and technologies that contribute to good heart health. From Johnson & Johnson Personal Products Company, which promotes good oral health as a key to a healthy heart through its line of dental flosses, and McNeil Nutritionals, marketer of cholesterol-lowering BENECOL® spreads and SPLENDA®, the leading retail no-calorie sweetener, to Cordis Corporation, the developer of the world's first drug-eluting stent for the treatment of blockages in the coronary arteries; and McNeil Consumer & Specialty Pharmaceuticals, the makers of ST. JOSEPH® low dose aspirin; Johnson & Johnson companies are committed to advancing the cardiovascular health of women and their families.

Johnson & Johnson companies also have a deep heritage of commitment to customers, not only through product innovation, but through support of important initiatives to educate them about steps they can take to live healthier, productive lives. "Johnson & Johnson is pleased to help focus public attention on heart disease through efforts like *The Heart Truth* and its Red Dress Collection 2006," said xxxx. "Too many women are unaware of their risk factors and the prevalence and preventability of heart disease, and the use of fashion and other venues that are so influential is a great way to raise awareness."

Johnson & Johnson is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostic markets. The more than 200 Johnson & Johnson operating companies employ approximately 115,000 men and women in 57 countries and sell products throughout the world. Visit www.jnj.com for more information.

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